



## RETAIL SUPPORT PROGRAM and JOINT MARKETING EFFORT

Dear Retail Owners and Personal Service Providers:

We know that this is an extremely challenging time for you. The Town of Middleburg, in coordination with the Middleburg Business and Professional Association (MBPA), is looking at all opportunities to support our retail, tourism, and hospitality industries. In addition, the Town has committed significant funds to our residents and local non-profit organizations.

In an effort to assist **retail and personal service businesses** in their ongoing operations, the Town has approved a Retail and Personal Services Support Program. It works like this:

- Each participating business can do anything they chose to help drive sales: online presence, in-store appointments, curated shopping and curbside delivery – it's up to you!
- Your business can also provide a discount to your customers, helping to incentivize them and drive sales now
- The Town will offset HALF of the discount you provide to your customers
- The Town will provide this offset on the first 30% of total discount on the retail price
  - o If you provide a 30% discount, the Town will reimburse you for half of that
  - o If you provide a 50% discount, the Town will reimburse half of the first 30% of the discount, and the business will bear the remainder of the discount
  - o There is a cap of \$3,750 reimbursement per business for the first 30 days (equating to approximately \$25,000 in retail sales)
- The business agrees to jointly and cooperatively market the Town with the Town's new marketing logo and branding materials
- The Town will individually and jointly market all participating businesses, to include print and digital ads, social media boosted posts, printed posters, and other customer outreach

While we do not know the extent of this current crisis, we do want to help you weather the storm and be successful in virtual and limited in-person sales. If you have any questions, please contact the Town Office at 540-687-5152 or you can email me at [blittleton@middleburgva.gov](mailto:blittleton@middleburgva.gov). If you want to participate, please contact Jamie Gaucher at [jgaucher@middleburgva.gov](mailto:jgaucher@middleburgva.gov) or 802-349-5104 by Friday, April 17<sup>th</sup>

Sincerely,

Bridge Littleton, Mayor  
Town of Middleburg

